What Members Want

2018 ACCE Conference
July 18th, 2018
Program Objectives

- Listening to Members
- Customizing Programs
- Building Pride
- Q&A with Members
Listen to your Members

Downtown Chamber Interview Guide

Priority Questions

Why are you a member of the Downtown Chamber? How would you like to be involved? What are you hoping to get out of your membership?
Your answer

What are your business challenges? (What keeps you up at night?)
Your answer

How has your business changed in the last 3 to 5 years? How do you expect to change/grow in the coming years?
Your answer

Is there any additional service/program you’d like the Chamber to provide? Anything you’d like us to do differently? (Prompt:
5 Simple Questions

1. Why are you a member?
2. What are your biggest challenges?
3. How has your business changed in last 3-5 years?
4. How will your business change in next 3-5 years?
5. Is there any additional service or program you need?
Customizing to Member Needs

- Know your mission
- One size does not fit all
- Create something for everyone
  - But, don’t expect everyone to attend everything
Downtown Chamber Mission

• Knowledge Sharing
• Foster Civility
• Understand Economic Issues

The Des Moines Downtown Chamber of Commerce is a provider of information and resources for the downtown community through knowledge sharing, the fostering of civility, and understanding of economic issues in the service of the betterment and sustained growth and success of Downtown Des Moines.
Build for Member Interests
Build for Member Interests

Downtown Chamber Restaurant Series

@DowntownChamber #DTChamber
Build for Member Interests

SUMMER SKYLINE SERIES
DOWNTOWN AFTER HOURS

June 14th
July 12th
August 9th
4:00-6:00pm

CONNECTING MEMBERS & HIGHLIGHTING DOWNTOWN, ONE SKYLINE VIEW AT A TIME!

Presented by MEDIACOM BUSINESS

@DowntownChamber #DTchamber
Build for Member Interests

Development Insights Group
Build for Member Interests

LEAP
Leadership Education and Advancement Pipeline
A Women’s Leadership Development Program

@DowntownChamber #DTchamber
HOW DO YOU WANT TO USE YOUR MEMBERSHIP?

INITIATIVE

- Education & Knowledge
- Community Visibility
- Showcase Business
- Develop Leads
- Leadership Development
- Celebrate Downtown

GOAL

- Grow your potential & knowledge
- Increase familiarity with your business & brand
- Have members visit your location
- Generate new contacts & clients
- Learn new skills & challenge yourself
- Be part of Downtown Growth

CHAMBER TOOLS

**Attend**
- Downtown Council
- Downtown DIG
- Legislative Coffee
- Member Orientation
- Member University
- LEAP
- Economic Bike Tour
- The Journey
- World Food Prize

**Host / Sponsor / Speak**
- Annual Celebration
- Economic Bike Tour
- World Food Prize
- Top 10 Panel
- LEAP
- Restaurant Series
- The Journey
- Downtown Council
- Downtown DIG
- 6 Degrees
- Legislative Coffee
- Member Orientation
- Milestone Celebration
- Member University
- Tweet-Up

**Host Events**
- 6 Degrees
- Downtown Council Committee Meetings
- Downtown DIG
- Legislative Coffee
- Restaurant Series
- Annual Celebration
- YPC/Chamber Events
- Member Orientation

**‘Milestones & Celebrations’**
- Ground Breaking
- Ribbon Cuttings
- Significant Events

**Attend / Host / Sponsor**
- Downtown Council
- 6 Degrees
- LEAP
- Restaurant Series
- Ribbon Cuttings
- YPC/Chamber Events

**Visibility Enhancers**
- Platinum Member Status
- Gold Member
- Chamber Builder
- Other
- Purchase Mailing Labels
- Sponsored Eblast

**Newsletter & Social Media**
- Announcements
- Spotlights
- Sponsored Eblast
- Purchase Mailing Labels

**Join a Committee**
- Marketing
- Ambassadors
- Government Relations
- Membership
- Events & Programs
- Board of Directors
- Task Groups

**Attend**
- LEAP
- The Journey
- Member University

**Milestone Events**
- Ground Breaking
- Ribbon Cuttings
- Special Events
Member Pride

• Outcome of the following:
  • Feeling of ownership in programs
  • Seeing their feedback in action
  • Hearing how their programs matter
ACCE Exercise

• Featuring Sid Juwarker
Member Q&A

- Angie Fagervik-Chia – Hospitals
- Geoff Wood – Start-up/Tech
- Melanie Suljic – Professional Services
- Melissa O’Neill – Non-Profits
- Ron Bonanno – Retail
- Wyatt Reicherts – Business Services
Keeping It Social

@DowntownChamber

#DTchamber
Thank You

“The work of the Chamber is never done. There is no beginning or end as such.”

- John D. Adams, General Secretary, Des Moines Chamber of Commerce

(equivalent to Jay Byers today)